

Mary Pitto

From: California Product Stewardship Council [info@calpsc.org]
Sent: Monday, November 01, 2010 8:12 AM
To: Mary Pitto
Subject: CPSC Associate NewsMail November 1, 2010



CPSC
California Product
Stewardship Council SM

Associate NewsMail

November 1, 2010

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EPR In California

CPSC is pleased that three important EPR bills were signed this year for carpet, brake pads and paint. However, we want to make sure you are aware that all three have visible fees - as requested by industry - to pay for the recycling costs, and that may be what requires the bills to get a two-thirds "super majority" vote if Proposition 26 passes as outlined in the [UCLA Law Review](#). California voters will decide the fate of the carpet, brakepad and paint stewardship legislation. CPSC has stayed silent on how producers recover costs of recycling either by internalizing costs or making them visible fees, and, to date, the industries have preferred visible fees. We have supported them in doing that, but it may be what stops implementation if Proposition 26 passes.

The **City and County of San Francisco** joined a handful of California jurisdictions that are taking matters into their own hands and not waiting for statewide product stewardship legislation. San Francisco recently introduced the [San Francisco Safe Drug Disposal Ordinance](#), which would require pharmaceutical companies to design and fund the disposal of their unused products. The City has asked pharmaceutical companies to propose a solution in four weeks and stakeholder meetings are being discussed before the hearing in November. Stay tuned....

EPR Elsewhere

International - CPSC's Executive Director Heidi Sanborn was joined by CPSC Partner Patty Garbarino of [Marin Sanitary Service](#) in Brussels, Belgium for the Green Dot 2010: Green Economy in Action conference. The fifth international [PRO EUROPE Congress](#) was held October 7th and 8th and had more than 700 attendees from all over the world, including Israel, Canada, Australia and the United

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Associates & Partners in Action

We would like to thank the following Associates and Partners for your generous support through pledges, contributions or in-kind services and support!

- City of Santa Monica**
- City of San Jose**
- City of Thousand Oaks**
- City of Vernon**
- County of Marin**
- County of Napa**
- County of Santa Cruz**
- Mojave Desert JPA**
- SLV Recycling Redemption Center**

New Resolutions

- City of Carson**
- City of Santa Rosa**

New Partners

States, to name a few. Heidi was one of four panelists asked to talk about the need for a global standard for packaging EPR programs. You can see the list of panelists, which included Coca-Cola, and their presentations on the [program website](#). In short, Heidi suggested that the companies operating in EPR systems around the world talk to their counterparts in the United States in order to develop a plan that industry recommends, or else the plan will be developed by government and may not be palatable to business.

We sincerely thank our colleagues at PRO EUROPE for the invitation and for covering the expenses for Heidi to attend and present at this prestigious conference.



Pictured L-R: April Crow, Coca-Cola, US; Russ Martin, Global Product Stewardship Council, Australia; Derek Stephenson, StewardEdge, Canada (Facilitator); Srecko Bukovec, Mercator, Slovenia; Heidi Sanborn, CA Product Stewardship Council, US

New York - The state of New York has passed two product stewardship laws: the [Electronic Equipment Recycling and Reuse Act](#) and the [Rechargeable Battery bill](#). The New York State Department of Environmental Conservation has also included EPR as a central policy in the 10-year [draft State Solid Waste Management Plan](#).

Ontario, Canada - Ontario's leadership has pulled the plug on the new household hazardous waste program that took effect July 1st. The government acted quickly to recognize the faulty system and respond to citizen complaints. The major source of contention was "eco-fees," which were being applied inconsistently by some retailers. Ontario will keep its programs that existed prior to July 1, 2010, including the e-waste, tire, paint and battery recycling programs and has pledge to improve transparency and accountability for all programs. The province has also pledged to provide funding to municipalities for managing

Waste Management, Inc.

Acrylatex Coatings & Recycling

EcoNexus

Castle Copy Service, Inc.

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Please Support CPSC

fire extinguishers, rechargeable batteries, CFLs, sharps, mercury-containing devices and pharmaceuticals.

CPSC Thanks Marin Sanitary Service

Marin Sanitary Service's President, Patty Garbarino, joined Heidi Sanborn at the PRO EUROPE conference in Brussels. Heidi and Patty met hundreds of people and will be sharing information with other CPSC hauling Partners about how haulers participate in Europe's many EPR programs. We appreciate that Patty made the trip to Europe to learn more about EPR and we appreciate Marin Sanitary Services continued and outstanding support! Pictured at right are Patty Garbarino and Heidi Sanborn in the advertising display area at the PRO EUROPE conference.



Webinar Series on Paint Stewardship Roll-Out Offered

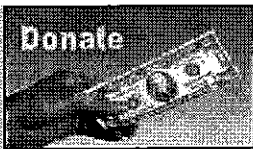
Following the successful paint workshop held October 14th, the Be Paint Wise Partnership has decided to sponsor a series of webinars to discuss the statewide stewardship program roll-out. Webinars will be held in January, February and March, with the first webinar scheduled for January 6th from 10:00 - 11:30 am (PST). This is a great opportunity to get your questions answered by PaintCare representatives. Your input is needed to help build a successful program that meets the unique needs of California. To register for this webinar, please contact bonnie@greenleafpm.com. Registration closes January 5th at 5:00 pm (PST)



President Signs Bi-Partisan Safe Drug Disposal Act

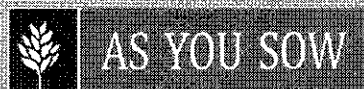
President Obama signed the Secure and Responsible Drug Disposal Act into law on October 12, 2010. The law is expected to reduce costs and remove some of the obstacles to collecting unused medications from homes and care facilities. Advocates of the law expect to see an increase in collection sites in communities across the country, but a sustainable funding system is needed to ensure taxpayers and local governments do not end up footing the bill for drug take-back programs.

Associate in Action



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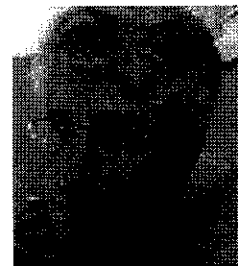
[San Francisco Foundation](#)



Contact Us

Have a question or comment? We value your feedback! Please contact us or call Heidi Sanborn, Executive Director, at (916) 480-

Oakland's Peter Slote got his start in the materials management industry in 1991 with Norcal Solid Waste (Recology.) Peter spent five years working for Norcal, first conducting waste characterization studies and later running the company's can and bottle recycling plant built for San Francisco's "new" curbside recycling program. From 1995 to 2001, Peter ran paper recycling facilities for Weyerhaeuser Company, where he was able to see recycling from the manufacturer's point of view. Peter is now a Recycling Specialist for the City of Oakland's Public Works Agency where he helps to oversee garbage and recycling franchise contracts and is engaged in the planning process for Oakland's Zero Waste system that will eventually take the place of the garbage and recycling contracts. Peter co-authored [Oakland's Zero Waste Strategic Plan](#), in which the City Council adopted EPR as one of the five zero waste strategies included in the plan. As the legislative team leader in the recycling group, Peter ensures that the City Council's support of EPR results in active support for EPR legislation. Peter is a CRRA Board member and chairs the [Policy Committee](#). In that capacity, he has been able to amplify CRRA's support of EPR and helped develop the formal partnership between CRRA and CPSC. Peter feels the agreement has helped build an even stronger relationship between the two organizations. "CPSC's footprint at CRRA's annual conference has grown and added tremendous value and energy. The awards event at the 2010 conference, largely organized by CPSC, was spectacular, with more legislators in the room than we've ever had before", he said. When asked why he strongly supports EPR, Peter responded, "EPR is an indispensable part of the material-efficient economy that long-time recyclers have been striving for. For decades the recycling movement has been relegated to end-of-the pipeline material management, but EPR completes the loop"

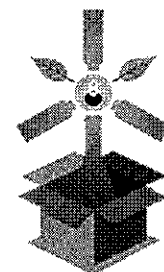


CRRA Call for Speakers

CRRA is accepting speaker submittals for the 2011 conference, which will be held at the beautiful Loews Coronado Bay Resort in San Diego next August. The 2011 conference theme is 'Zerowaste: Ride the Wave to Sustainability.' Speakers will receive free conference admission for the day of their presentation or credit for a one-day registration toward the price of the full conference registration. For complete details and submission materials, please visit www.crra.com. Submittals are due by Monday, November 15, 2010.

Sustainable Packaging Course Offered

The Sustainable Packaging Coalition is hosting a two day course, the Essentials of Sustainable Packaging on November 18th and 19th in Berkeley, CA. The course is designed for packaging and corporate professionals seeking a deeper understanding of sustainability and how sustainability criteria can be effectively integrated into the packaging development process to enhance the lives of people, lower environmental impact and reduce costs. To register, go to www.pac.ca



Carpet Recyclers Open Two Facilities in California

Only days after the carpet recycling bill was signed into law, [The Carpet Recyclers](#), a subsidiary of GF Industries and a CPSC Partner, has announced the opening of two recycling facilities to serve northern and southern California. One of the facilities is located in Oakland and the other

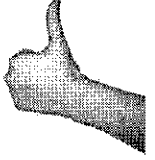
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CPSC
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www.calpsc.org

in La Mirada. The company will recycle both residential and commercial carpet and will send no waste to landfills. These two facilities will create fifty new, green jobs for California and will eliminate more than nine million metric tons of greenhouse gases!

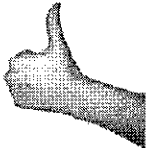
eBay Turns Green

eBay has launched a new site, eBay Instant Sale, to give consumers an easy way to sell or recycle used electronics like cell phones, laptops, digital cameras, MP3 players, camcorders and GPS systems. Users simply enter information on the website about the product they want to recycle and receive an immediate cash offer. The buyer then sends a free shipping label to the seller. eBay will still accept many items for recycling, even if they have no cash value. eBay has also announced a trial program to reduce packaging waste by experimenting with reusable boxes for shipping. eBay earns CPSC's Green Thumbs Up!



Big News from Procter & Gamble

According to a press release, Procter and Gamble (P&G) has announced a ten year plan to achieve major sustainability gains as part of a long-term sustainability vision. The company intends to power all plants with one hundred percent renewable energy, use one hundred percent renewable or recycled materials for all products and packaging, send zero waste to landfills and design products that maximize the conservation of resources. The plan provides the company with a long-term framework for guiding sustainability decisions and goal-setting within the organization. P&G Chairman, Bob McDonald, said, "We're announcing this vision and these goals because we believe in the power of P&G's purpose – and our responsibility as a company to be a force for good in the world." P&G deserves a Green Thumbs Up and we look forward to learning more about their progress!



ETBC Releases Electronics Recycling Report Card

The Electronics TakeBack Coalition (ETBC), a partner of CPSC, recently released its annual Electronics Company Recycling Report Card. The report card graded producers of televisions, computers, printers and gaming consoles. Dell received the highest "grade," receiving a "B" overall. Asus and Samsung followed with a grade of "B-." Television and printer manufacturers, with the exception of HP, fared the worst overall, receiving failing grades. ETBC's grading criteria evaluated each company's takeback programs, the number of collection sites, the volume of e-waste collected, the final destination for the products, and positions on government policies related to recycling, among other things. Although most companies scored no higher than a "C+," ETBC reported that some companies and sectors did improve. Just three years ago, no TV producers had a national takeback program and now eight of the largest manufacturers and two retailers offer takeback programs.

Panasonic Sponsors Electronics Challenge

Panasonic is challenging state, regional and local governments, as well as schools and other public entities to purchase greener electronics and reduce the impacts of obsolete products by managing them safely. The company also announced plans to increase its nationwide recycling program to at least eight hundred drop-off sites by 2011. The company reports it has recycled more than 20 million pounds of e-waste to date.

Staples Drives Suppliers to Improve Sustainability

The world's largest office products company, Staples Inc., has a new corporate strategy to drive sustainability not only within its own company, but within its suppliers companies as well. Staples is challenging suppliers to find innovative solutions in product manufacturing, packaging and distribution, and they're not wasting any time. "We're letting our key suppliers know that sustainable business practices will join price, quality and service as a major factor in driving purchasing decisions," said Jevin Eagle, executive vice president of merchandising and marketing. Staples is asking key suppliers to address environmentally sustainable packaging priorities in the next six months.



that was easy:

PSI Announces Networking Call Series

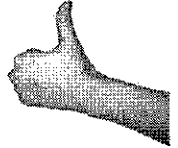
The Product Stewardship Institute (PSI) is offering a conference call series, covering issues including product stewardship and zero waste, green chemistry, choosing a reputable recycler, how procurement can drive product stewardship, and EPR for packaging. Call recordings are available for purchase in case you miss the conference call. For more information or to register, visit www.productstewardship.us

Call2Recycle's Awareness Campaign a Huge Success

Call2Recycle set an ambitious goal by challenging Americans to recycle more than one million pounds of batteries in just three months and the nation rose to the challenge! The innovative awareness campaign, dubbed MyCall2Recycle, helped divert more than 1.24 million pounds of rechargeable batteries during the campaign. Call2Recycle capitalized on social media to promote the program, hosted an online video contest to see what motivates people to recycle and embarked on a cross country battery collection drive with stops in four major metropolitan areas: Atlanta, Chicago, Dallas-Fort Worth and San Diego. Videos from the contest can be viewed at www.MyCall2Recycle.org

Samsung Recycles 41 Million Pounds of E-waste

Over the course of two years, Samsung has recycled more than 41.5 million pounds of electronics and projects it will top 45 million pounds by the end of 2010. The company has more than 1,100 drop off locations and operates a mail-back program and collection events. Samsung was the first electronics manufacturer to meet the e-Stewards standard for responsible e-waste handling. "Samsung wants nothing to do with the export of unprocessed e-waste material," said Mike Moss, Samsung's director of corporate environmental affairs. Moss stated that Samsung requires recycling partners to follow the company's e-waste handling principles and will not work with companies that choose not to comply with all or part of Samsung's principles . A green thumbs up to Samsung!



Department of General Services Offers Free EPP Training

CPSC has been working with the Department of General Services (DGS) to ensure that recycled content products are available via the state's purchasing contracts and we hope the state will commit to making the purchase of recycled content products mandatory in the next contract, where applicable. DGS is offering a two hour introductory course in Environmentally Preferable Purchasing (EPP) on November 15th and invites local government agencies to participate. For more information, visit the [DGS training website](#) or contact Kin Yee Wong at KinY.Wong@dgs.ca.gov

Associates Appreciate CPSC...and the Feeling is Mutual!

Lewis Pozzebon, City of Vernon Health Officer, included a thoughtful note with submission of Vernon's annual associates contribution.

"It is great to support an active and productive group that is accomplishing positive action for EPR."

We thank you, Lewis, for the kind words and we thank the City of Vernon for continuing to support CPSC. We have the greatest Associates and Partners and we are honored to work *for you!*

What's New on CPSC's Website?

In case you missed the paint stewardship workshop or webcast on October 14th, you can visit CPSC's [webinar page](#) to view the speaker's presentations. CPSC will also post notes from the workshop and a Question and Answer document on the webinar page. CPSC also highlighted on the [home page](#) that product priorities for 2011 are as follows, in this order: 1) sharps, 2) mercury containing lighting and 3) batteries.

What You Can Do to Help

REMEMBER US IN SEASONAL GIVING CAMPAIGNS: We've said it before, but this is a simple way to contribute to CPSC so it's worth mentioning again. Many companies offer annual giving campaigns and enrollment often takes place at the end of each year. Ask if it's possible to

designate CPSC as a recipient. Also, you can encourage your friends and family to support our work by [linking to our facebook](#) or [linked in webpages](#) and raising their awareness so they become contributors.

BUY RECYCLED! It seems so obvious, but we really do have to walk the walk. The companies that are making recycled products can't thrive without consumer demand. Look for recycled content products and if you don't find them, ask the retailer to carry them. Let's not underestimate our power as consumers!

Who is CPSC?

CPSC is a coalition of local government, associations and organizations related to solid waste, recycling, resource conservation, environmental protection, water quality, and other cross-media issues (Associates.) Together with non-government organizations (NGOs), individuals, and businesses (Partners) across California they form a network supporting product stewardship and extended producer responsibility (EPR.) CPSC is a federally recognized 501(c)(3) non-profit public benefit California corporation that exists by means of your monetary and in-kind contributions in addition to private and public grant funding. CPSC is proudly affiliated with the [Product Policy Institute](#) and the [California Resource Recovery Association](#), the [Electronics TakeBack Coalition](#) and the [Reusable Packaging Association](#).


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Mary Pitto

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Associate NewsMail

November 24, 2010

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EPR In California

The CPSC board voted that the priority products for 2011 are sharps, batteries and mercury-containing lamps. We'll report back on efforts to develop stewardship policy for these products throughout the new year. California's legislation for paint and carpet stewardship are being implemented despite the passage of Proposition 26, which many feared would repeal the 2010 stewardship legislation. CalRecycle is expected to make an announcement soon regarding their analysis of the proposition and any effect it may have on the stewardship legislation. The American Coatings Association (ACA) and Carpet America Recovery Effort (CARE) are moving ahead with the statewide paint and carpet stewardship program as planned.

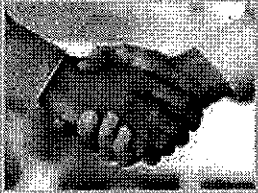
EPR Elsewhere

Oregon - Oregon's first-in-the-nation paint take-back program started collections July 1st and has collected more than 113,000 gallons of leftover paint and is expected to collect up to 600,000 gallons a year according to the stewardship organization [PaintCare](#). PaintCare anticipates that Oregon will have more than 90 collection sites by the end of 2010. [Read more](#) about Oregon's stewardship initiatives.

Pennsylvania - Pennsylvania looks poised to be the 24th state with electronics EPR. The [legislation](#) recently passed a concurrence vote in the Pennsylvania State House of Representatives and is supported by the Governor, who is expected to sign it before the end of the year.

Pacific Coast Collaborative's Marine Debris Plan Includes EPR

- **Climaterials Webinar**
- **PSI Packaging Calls**
- **Global Stewardship Council Update**
- **Contributions Needed!**
- **Who is CPSC?**



Associates & Partners in Action

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City of San Dimas

City of Walnut Creek

Los Angeles County Sanitation District

Marin County Hazardous & Solid Waste JPA

Monterey Regional Waste Management District

Acrylatex Coatings & Paint

Waste Management

New Resolutions

City of Cloverdale

City of Lynnwood

New Partners

The Governors of California, Washington, Oregon and the Premier of British Columbia released an announcement on November 16th that the four jurisdictions will collaboratively develop a detailed marine debris strategic plan for the west coast. Governor Schwarzenegger stated that "land-based sources of debris are by far the largest contributor to the growing amount of trash and plastic located in the North Pacific Gyre. We have a problem out there, and we have a responsibility to do our part to reduce the amount of debris that ends up in the North Pacific Gyre." The Governors and Premier also announced their interest in coast-wide efforts to promote product stewardship, which includes the reduction of product materials that contribute to marine debris. Eben Schwartz, chair of the marine debris work group, an official of the California Coastal Commission and recent panelist at the EPR Roundtable on Packaging at UC Berkeley co-hosted by CPSC and UC Berkeley's Center for Responsible Business, stated, "We have invested a lot of work and a lot of hope in trying to curb the problem of debris in our marine environment. We are appreciative of the Government of British Columbia's interest in working more closely with us on marine debris and product stewardship."

Sharps: Making the Case for Product Stewardship

CPSC has identified Sharps as one of the three top priority products for an EPR approach in 2011. According to the Centers for Disease Control, more than two billion sharps are used each year *outside* of health care settings and the numbers are expected to climb dramatically as more injection medications are developed and the number of self-injectors increases due to the rise in diabetes and other diseases.

Despite the passage of SB 486 (Simitian) in 2009, California's efforts to find a sustainable system for sharps management have come up short. SB 486 required pharmaceutical manufacturers that sell or distribute medication that is self-injected at home through the use of hypodermic needles and other similar devices to submit to the State a plan that describes how the manufacturer supports the safe collection and proper disposal of sharps waste devices. So far, twenty-nine plans ;have been submitted to CalRecycle and document almost complete absence of manufacturer supported collection programs in the State of California. Some jurisdictions are not waiting for the State to take action. San Luis Obispo County and the City of Sacramento have passed mandatory retailer take-back ordinances for sharps. Santa Clara County's Hazardous Materials Manager and CPSC Board Chair, Rob D'Arcy, reports that the county is hoping to partner with other jurisdictions and interested legislators to sponsor an EPR bill for sharps in the 2011 legislative session.

CPSC Partners with Business Council on Climate Change

CPSC signed on as an official partner of the Business Council on Climate Change (BC3). BC3 is a partnership of San Francisco Bay Area businesses committed to reducing their greenhouse gas emissions. As a Partner organization, CPSC will work with BC3 to increase education and resources on product stewardship including presentations to their member businesses about the connection between GHG reduction that comes from reducing waste and recycling.

Pineworks Architecture & Building Group

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CPSC Board Member Profile: Rob D'Arcy

Rob D'Arcy has been the CPSC Board Chair since the organization was founded and appointed the very first board of directors in September 2007. Rob currently works for the County of Santa Clara as a Hazardous Materials Program Manager responsible for the Household Hazardous Waste Program. He has been a strong supporter of producer responsibility and believes industry take-back is a free-market based policy approach to achieve sustainability and reduce the local government burden of hazardous waste management. Rob says that "EPR has the ability to inspire private sector innovation while shrinking government and lowering taxes and fees." Rob saw early on the need for CPSC and supporting EPR. In fact, Rob started his own computer reuse company in the 1980s and 90s and grew it to \$4 million in annual sales. Feeling the need to continue to make a difference, he sold his company and returned to college to get his Masters Degree in Public Administration. Rob believes California needs a more free market approach to the problem of waste and that is the perspective he brings to his position as Chair.?



E-Waste on the National Radar

President Obama's America Recycle's Day proclamation singled out the growing problem of improper e-waste management. It also encouraged businesses, government, and individuals to work together to manage electronics throughout their product lifecycle. The Obama administration also established an interagency task force last month to create a national strategy for electronics stewardship for the federal government.



Call2Recycle Thinks Beyond Recycling Bin

Call2Recycle conducted a study to look at what makes a collection program successful. The organization released an in-depth report called Thinking Beyond the Recycling Bin showing that many collection programs are flawed, but simple strategies can be employed to remedy the problems that have routinely plagued collection programs. "Organizations are moving very quickly to meet the recycling requirements being set by the government and the sustainability desires of consumers and employees, but in many cases, the fast pace and lack of knowledge hinders businesses from creating effective collection programs," said Carl Smith, President and CEO of Call2Recycle. Among the study's findings:

1. Signage should be based on pictures rather than relying on words.
2. Avoid designing kiosks that resemble trash cans, or expect to find trash – move away from bins and toward a kiosk design.
3. The collection kiosk must be shaped to fit the materials that will be disposed.
4. Collection kiosks should be visible and near the entrance without interfering with operations. Employees must be properly trained to effectively implement the recycling program.

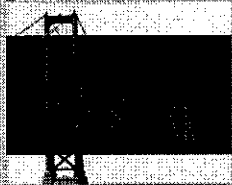
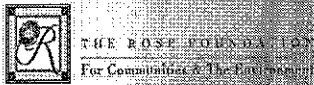


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CPSC Comments on Green Chemistry Regs and SWRCB Trash Policy

CPSC provided comments on the proposed green chemistry regulations in a letter to the Department of Toxic Substance Control, dated November 1st. Overall, we were pleased with the draft of the regulations but recommended three minor modifications in order to provide clarification. [Read the letter](#). However, the latest draft regulations with a 15-day comment period ending December 3rd eviscerated the EPR sections. CPSC is coordinating a response with our partners and other organizations but we may not be able to support having this version of the regulations adopted at all, which is extremely disappointing. Stay tuned as the review and next steps are finalized.

CPSC also submitted comments to the State Water Resources Control Board (SWRCB) on the proposed policy for controlling trash in the waters of the state. Among the key recommendations is the need to make source control the primary focus of statewide efforts, as opposed to expensive back-end infrastructure measures such as storm drain devices and nets, and the need for accurate data on the source and composition of trash in water systems and the need for EPR policy for packaging. [Read the letter](#).

Packaging and Electronic Stewardship Roundtables Nov 16 & 17 at UC Berkeley's Center for Responsible Business

CPSC collaborated with the University of California Berkeley's Haas School of Business, Center for Responsible Business to present a full-day workshop on both electronics and packaging producer responsibility. We want to thank Tony Kinsbury and the wonderful staff for their partnership in bringing together a broad array of stakeholders to discuss these two important product categories and how we will increase collection and proper management of both. Notes will be finalized and posted soon. Attendees are submitting surveys which will inform our next steps for both product types.

Electronics Workshop: The workshop was a project of the Del Norte Solid Waste Management Authority's 18th Cycle Household Hazardous Waste grant, administered by CPSC, and partial funding for food was provided by the Rose Foundation. Speakers included Bob Boggio from Pike Research, Sego Jackson from the Northwest Product Stewardship Council, Tim Dunn from Best Buy, Mike Biddle from MBA Polymers and others. Presentations and speaker bios are posted on CPSC's Del Norte grant project page at <http://www.calpsc.org/products/events/electronics-2010-11-16.html>

Packaging Workshop: The workshop provided speakers with great expertise in EPR for packaging with the keynote being from Derek Stephenson of StewardEdge. Other speakers included April Crow from Coca-Cola, Al Tyler for Staples, and Rich Abramowitz with Waste Management, Inc. to name a few. Presentations and speaker bios are posted [here](#).

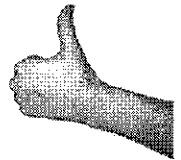
County Makes Thermostat Take-Back

Mandatory in Spite of EPR Law

San Luis Obispo County passed a mandatory thermostat retail take-back ordinance November 10th, 2010. The County decided to adopt the resolution after finding the implementation of AB 2347 by the Thermostat Recycling Corporation (TRC) to be ineffective. Among the county's findings which led to the resolution were that TRC had failed to establish any retail or wholesale collection sites in the county, did no direct advertising in the county and is experiencing low recovery rates statewide (less than two percent based on the Skumatz study.) The county's ordinance requires thermostat retailers to take back out-of-service mercury-added thermostats. The county has previously passed retailer take-back ordinances for paint, sharps, fluorescent lamps and household batteries. CPSC encourages local governments or others wishing to make a complaint against a wholesaler for violations of the collection requirement to use the DTSC complaint referral form to notify the appropriate enforcement staff.

Staples Reveals its "Soul" in New Report

According to a recent report, Staples Inc. has collected and recycled more than 55 million ink and toner cartridges and 7.7 million pounds of electronic waste in the U.S. Ron Sargent, chairman and CEO of Staples, Inc., explained, "Through our commitment to corporate responsibility, what we call Staples Soul, we have become a better employer, neighbor and business leader. Our goal is to not only meet the expectations of our customers, associates, shareholders and communities we serve, but to work toward being a model for others to follow." The report, called Staples Soul, is available online. Staples receives CPSC's Green Thumbs Up, again!

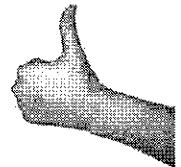


Seventh Generation Increases Post-Consumer Plastic Use

Seventh Generation, producers of the nation's top selling non-toxic household and personal care products, reports that it has achieved an industry first: three of its product bottles contain 90% post-consumer recycled plastic. Seventh Generation also released new goals for packaging and waste reduction, including:

- Increase the use of post-consumer recycled plastic in laundry bottles to at least 75%;
- Reduce the use of virgin plastic by 80% by 2014;
- Reduce packaging waste by 25% no later than 2015.

The company also announced that all materials and ingredients used in its products will come from renewable plant and mineral sources by 2015, ensuring compostability and biodegradability in marine environments. Seventh Generation has earned CPSC's Green Thumbs Up!



Follow CPSC and EPR Via Social Media - It's Easy!

Don't miss out on the latest press on CPSC and EPR by following us on social media. Visit our Twitter page today and sign up to follow:

<http://twitter.com/CalPSC>

Follow us on Facebook by "liking" our fan page:

<http://www.facebook.com/pages/California-Product-Stewardship-Council/260410326394>

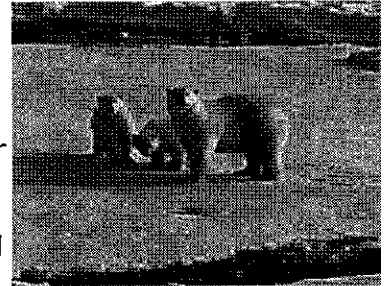
CPSC also has a LinkedIn business page:

<http://www.linkedin.com/company/275758>

We cannot post every EPR article in the NewsMail but we can quickly forward them via the social media sites. Also, it furthers the EPR discussion when you all post comments to the media regarding specific articles. If the reporters are getting good public engagement on a topic, they cover it more frequently, so please help us move EPR forward by engaging in public discussions!

"Climaterials" Webinar Offered

Find out how the materials you use can impact your carbon footprint. EPA's Saskia Van Gendt will discuss the innovative new field of "Climaterials" and Cary Krosinsky from Trucost will discuss how organizations can manage their supply chain impacts to reduce emissions. The free webinar, Upstream Emissions: Getting a Handle on the Footprint of Our "Stuff" is offered on December 2nd from 2-4:00 pm eastern time. Space is limited, so [register now](#).



PSI Packaging Conference Calls

The [Product Stewardship Institute](#) announced that its packaging conference call series, previously scheduled for December, has been re-scheduled.

Conference calls will be offered in January and February 2011. Visit the PSI website for more information or to [register for the calls](#).

Global Product Stewardship Council Update

CPSC Executive Director Heidi Sanborn presented via live weblink to the first conference held by the Global Product Stewardship Council in Sydney Australia November 9, 2010. The [International Product Stewardship Summit](#) brought together in person and via weblink experts from all over the world to discuss the current state of product stewardship for all types of products, what is driving EPR policy development, business opportunities, harmonization of stewardship policy, and universal concepts for product stewardship policy. On her panel presentation, Heidi provided an overview of who CPSC is, the drivers behind creating CPSC, EPR legislation that has passed in California, the impact of Proposition 26, and options for local governments when state and federal governments or industries fail to act.

Year End Contributions Needed!

To continue and expand our work to meet the demand, CPSC needs funding! As a non-profit working to benefit the public, we rely on your

donations to continue our work. If you believe in our approach to provide free-market solutions approached from a "collaboration first" perspective, please make a year-end contribution. We've made it easy to make a tax-deductible [donation online](#). If you would prefer to be invoiced, please [let us know](#).

Who is CPSC?

CPSC is a coalition of local government, associations and organizations related to solid waste, recycling, resource conservation, environmental protection, water quality, and other cross-media issues (Associates.) Together with non-government organizations (NGOs), individuals, and businesses (Partners) across California they form a network supporting product stewardship and extended producer responsibility (EPR.) CPSC is a federally recognized 501(c)(3) non-profit public benefit California corporation that exists by means of your monetary and in-kind contributions in addition to private and public grant funding. CPSC is proudly affiliated with the [Product Policy Institute](#) and the [California Resource Recovery Association](#), the [Electronics TakeBack Coalition](#) and the [Reusable Packaging Association](#).


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